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## ABSTRACT

The general purpose of the occupational analysis is to provide workable, basic information dealing with the many and varied duties performed in the industrial sales occupation. The document opens with a brief introduction followed by a job description. The bulk of the document is presented in table form. Eight duties are broken down into a number of tasks and for each task a two-page table is presented, showing on the first page: tools, equipment, materials, objects acted upon; performance knowledge (related also to decisions, cues and errors); Safety--hazard; and on the second page: science; math--number systems; and communications (performance modes, examples, and skills and concepts). The duties include: introducing new items; analyzing customers' needs; performing sales presentation; negotiating and completing terms of sales contract with customer; determining results by followup contact; contacting and servicing existing and prospective customers; developing and implementing sales promotion and product promotion plan; and writing reports. The appendix briefly covers safety and hazards, math--number systems, and a behavioral science code dealing with work attitudes and personal qualities. (BP)

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Occupational Analysis

CE 004 178

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# INDUSTRIAL SALESPERSON

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Instructional Materials Laboratory  
Trade and Industrial Education  
The Ohio State University

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# **AN ANALYSIS OF THE INDUSTRIAL SALES OCCUPATION**

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The Ohio State University**

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## FOREWORD

The occupational analysis project was conducted by The Instructional Materials Laboratory, Trade and Industrial Education, The Ohio State University in conjunction with the State Department of Education, Division of Vocational Education pursuant to a grant from the U.S. Office of Education.

The Occupational Analysis project was proposed and conducted to train vocational educators in the techniques of making a comprehensive occupational analysis. Instructors were selected from Agriculture, Business, Distributive, Home Economics and Trade and Industrial Education to gain experience in developing analysis documents for sixty-one different occupations. Representatives from Business, Industry, Medicine, and Education were involved with the vocational instructors in conducting the analysis process.

The project was conducted in three phases. Phase one involved the planning and development of the project strategies. The analysis process was based on sound principles of learning and behavior. Phase two was the identification, selection and orientation of all participants. The training and workshop sessions constituted the third phase. Two-week workshops were held during which teams of vocational instructors conducted an analysis of the occupations in which they had employment experience. The instructors were assisted by both occupational consultants and subject matter specialists.

The project resulted in producing one hundred two trained vocational instructors capable of conducting and assisting in a comprehensive analysis of various occupations. Occupational analysis data were generated for sixty-one occupations. The analysis included a statement of the various tasks performed in each occupation. For each task the following items were identified: tools and equipment; procedural knowledge; safety knowledge; concepts and skills of mathematics, science and communication needed for successful performance in the occupation. The analysis data provided a basis for generating instructional materials, course outlines, student performance objectives, criterion measures as well as identifying specific supporting skills and knowledge in the academic subject areas.

## PREFACE

In the initial undertaking of this occupational analysis as it would apply to an industrial salesperson\* the main concern was with a comprehensive procedural analysis; yet at the same time concentrating the analysis to that which is unique to industrial sales. When one speaks in reference to purchasing, one speaks in reference to one basic marketing function. When one speaks in reference to buying and selling new and used cars, one speaks of one essential product. In the area of industrial sales, one refers to thousands of different product functions, required knowledge, and supportive duties. Thus, the essential problem at the outset was to do an occupational analysis as it would be unique only to industrial sales. This is one of the underlying points which needs to be kept uppermost in the mind of the reader.

The approach to this analysis was to eliminate those duties, tasks, performances or knowledge common to sales as it exists on the consumer product or retail level. For purposes of this analysis, it is assumed that one is aware of the common knowledge and techniques found in every-day selling situations on the retail or consumer level.

This analysis begins where this type of selling ends. Again, this occupational analysis is concerned with emphasis on those particular and unique activities as they are encountered by the industrial salesperson. Thus, an analysis would not be done in the areas of approaching or greeting the customer. There is extensive analysis on cost estimations, negotiations and introducing new product lines. It was agreed this approach would allow this occupational analysis to be distinguishable in its own right and eliminate the confusion with other types of selling.

What developed from this approach is to be found in the following pages. It is the hope of these writers that the reader will not only find a comprehensive and cohesive analysis, but one which will prove beneficial and meaningful in its own right; in its own place; within a given classroom situation.

\* It is assumed here that the reader is aware of those distinguishable characteristics.

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## **JOB DESCRIPTION**

Every industrial salesperson must thoroughly know the company he/she represents and the products that his/her company produces. The job may be to handle one-time sales, to introduce new products, to keep orders for established items coming in, or to see that the clients get the best possible results with the products. He/she may also do a combination of these things. The manner in which the salesperson performs the duties depends to a large extent on whether one sells technical products to business and industry or non-technical products for resale to the general public.

Salespersons of industrial products usually sell merchandise that industry will use in its own business rather than for resale. This merchandise may be machinery or electronic equipment designed to make the company's operation more efficient, or it may be raw materials and parts which will be used in the finished product the company sells. Some salespersons sell fairly standardized items and do not need to be college graduates. However there are instances where salespersons who sell to business and industry will find technical training useful. They must know a great deal about their company's products and policies. They must also have a considerable knowledge of salesmanship.

After the sale has been made and the equipment is installed one may instruct the customer's own employees in the operation and maintenance of the equipment, also may make frequent return visits to be sure that the product sold is working satisfactorily.

Salespersons spend most of their time getting orders from their regular customers for already established lines. They try to increase the size of these orders constantly by helping wholesalers merchandise current stock successfully.

Often in industrial sales, one teaches the representatives of the various companies about products and special promotions. At times, he/she holds conferences with the wholesale salespersons to encourage them to promote the sale of particular products.

The industrial salespersons needs to have a good background in the economics of wholesaling-the necessary margins of profits; budgetary controls, warehousing, inventory control, sales compensation, and sales management. This knowledge enables him/her to help the wholesaler and clients to correct weaknesses and exploit strengths to their mutual benefits. He/she advises the wholesaler and client on such problems as credit and pricing, as well as provide such services as complaint adjustments.

## JOB DESCRIPTION (CON'T)

Another aspect to the marketing of industrial products is sales promotion in which the industrial salesperson rarely sells anything but instead tries to promote sales by supplying merchandising advice and services.

He/she displays good will by helping the retailer sell more products and by advising on publicity opportunities, store layouts, displays, exhibits, special events, and direct mail and other advertising media. The industrial salesperson explains the services offered by his/her company, such as in-store demonstrations, special displays, and sales training.

Although industrial salespersons spend most of their time with customers, there are also many non-selling activities connected with their jobs. They must make up lists of prospects, schedule appointments, plan work schedules, handle sales correspondence, and keep expense accounts. They must spend time reading company and business publications and studying price lists and descriptions of new products. They must keep informed about new developments in their field and about conditions in their territory. They are also expected to write reports on the sales made, sales prospects, competitors' products, and credit ratings of their customers.

**Duty A    Introducing New Items**

- 1    Up-date and maintain current product line catalogs
- 2    Distribute available current literature
- 3    Interpret new product description(s) to customer
- 4    Demonstrate new product lines
- 5    Suggest auxiliary equipment and material
- 6    Inform customer of new technological changes
- 7    Examine competitor's products
- 8    Handle objections

(TASK STATEMENT) UP-DATE AND MAINTAIN CURRENT PRODUCT LINE CATALOGS

TOOLS, EQUIPMENT, MATERIALS; OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Client/customer Product line catalog Trade journals</p>	<p>Select proper catalog Identify old material Remove old material Insert new material</p>	
<p><u>DECISIONS</u> Determine proper time to insert new material</p>	<p><u>CUES</u> Availability of data</p>	<p><u>ERRORS</u> Loss of sales Inappropriate orders</p>

SCIENCE	MATH - NUMBER SYSTEMS	
<p>Personal qualities</p> <p>Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity); to foster trust; to accurately reflect business operation environment and job expectations; to engender clear statement of rational; to listen openly and attentively (without bias) in the communication process; and to exhibit qualities of tact, poise, consideration, graciousness, and imagination</p> <p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs, exhibit capacity to ascertain best service for the particular party type request, show and describe facilities with appropriate speed and clarity, communicate pride in establishment, maintain regard for differing views on maximum efficiency of the operations</p> <p>Physical, emotional, and mental considerations</p> <p>Organization</p>	<p>Use of Numbers (without calculation)</p> <p>Counting</p> <p>Coordinate system</p> <p>Ordering</p> <p>Indexing</p> <p>Coding</p> <p>Ratio</p> <p>Measurement</p> <p>Recording</p>	
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written instructions	Comprehension, description of mechanism, terminology
Writing	Write information letter to client	Penmanship, spelling, reports (informational), business letters, diction, persuasion, denotation/connotation, logic, usage
Viewing	Examine charts and plans Catalog	Recognition of symbols, codes, and emblems

## (TASK STATEMENT)      DISTRIBUTE AVAILABLE CURRENT LITERATURE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Client Manufacturer publication (s) Industrial salesperson's created literature Agency or organizational literature Various approaches: Visit client Mail literature Invite client to firm</p>	<p>Sort literature according to customer's needs Use most appropriate approach to contact customer</p>	
<p><u>DECISIONS</u> Choose most appropriate approach</p>	<p><u>CUES</u> Organizational structure to determine approach Geographical locations Current economic conditions</p>	<p><u>ERRORS</u> Getting material to wrong person Using wrong method of distribution of literature as result of approach</p>

## (TASK STATEMENT)      DISTRIBUTE AVAILABLE CURRENT LITERATURE

SCIENCE	MATH — NUMBER SYSTEMS
<p><b>Personal Qualities</b> Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity); to foster trust; to accurately reflect business operation environment and job expectations; to engender clear statement of rational; to listen openly and attentively (without bias) in the communication process; and to exhibit qualities of tact, poise, consideration, graciousness, and imagination Professionalism</p> <p>Maintain capacity to foster trust; to foster confidentiality; to foster cooperation; to generate integrity; to cope with conflict behavior; to function efficiently when encountering fast changing, multiple, personal or situational variables; and to exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability</p> <p>Physical, emotional, and mental considerations Concentration, mental alertness, mental quietude, mental clarity, organization</p>	<p>Use of Numbers (without calculation)</p> <p>Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Speaking	Verbal introduction Social
Reading	Comprehension of catalog
Listening	Conversation Social/business
Viewing	Illustration
	<p><b>SKILLS/CONCEPTS</b></p> <p>Terminology/General vocabulary, Appropriate diction, Enunciation, Clarity of expression, Dress, Poise, Usage Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology Concentration, Note taking</p> <p>Recognition of symbols, codes, emblems</p>

## COMMUNICATIONS



## (TASK STATEMENT) INTERPRET NEW PRODUCT DESCRIPTION TO CUSTOMER

(TASK STATEMENT) TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Presentation vehicles:</p> <p>Written materials and literature</p> <p>Audio-visual equipment and materials</p> <p>Mock-ups</p>	<p>Prepare written and/or oral presentation</p> <p>Identify product features and benefits which are unique and different from existing lines and competitors lines</p> <p>Deliver presentation to client</p>	
<p><u>DECISIONS</u></p> <p>Determine presentation vehicles or combination thereof</p>	<p><u>CUES</u></p> <p>Organizational structure to determine approach</p> <p>Geographical locations</p> <p>Current economic conditions</p>	<p><u>ERRORS</u></p> <p>Vehicle choosen would produce least effective presentation</p>

## TASK STATEMENT) INTERPRET NEW PRODUCT DESCRIPTION TO CUSTOMER

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix)</p> <p>Basic human inhibitions Excessive preoccupation with past experiences Conditions for healthy and growth-directed job performance Awareness of one's changing emotional states; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental considerations Comfort, safety, physical, emotional and intellectual health, attention, concentration, mental clarity, organization</p>	<p>Rational Numbers Fundamental Operations (Calculation) Basic Arithmetic Skills and Concepts Use of Computing Devices and Mechanical Aids Basic Measurement Skills and Concepts Basic Algebra Skills and Concepts Basic Geometry Skills and Concepts Basic Trigonometry Skills and Concepts Basic Probability Skills and Concepts Basic Statistical Skills and Concepts Basic Logic</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
PERFORMANCE MODES	COMMUNICATIONS
<p>Speaking</p> <p>Reading</p> <p>Listening</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Verbal introduction</p> <p>Comprehending catalogs</p> <p>Communication</p> <p>Illustration</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage</p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports</p> <p>Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Note taking</p> <p>Recognition of symbols, codes, emblems</p>

(TASK STATEMENT) / DEMONSTRATE NEW PRODUCT LINES

TOOLS, EQUIPMENT, MATERIALS,  
OBJECTS ACTED UPON

Actual product

Strategic part of the product

Audio-visual products

Simulations

Mock-ups

Scale models

PERFORMANCE KNOWLEDGE

Set up presentation equipment

Check out equipment

Physically demonstrate product

Entertain respondents questions

Review highlights of presentation

Make aware of availability procedures

SAFETY - HAZARD

Safety and Hazard (see appendix)

DECISIONS

Decide what techniques to utilize  
to make presentation most  
effective and emphatic

CUES

Facial expression of client

Verbal questions

Objections

ERRORS

Not gearing presentation to customer  
needs

Lost sale

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix)  Professionalism (see appendix)  Human considerations (see appendix)  Physical, emotional, and mental considerations  Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization  Basic human inhibitions  Excessive anticipation of expected events; Excessive preoccupation with past experiences, Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal values which inhibit open interpersonal communication  Conditions for healthy and growth-directed job performance  Awareness of one's unlimited intellectual activities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables</p>	<p>Fundamental Operations (Calculation), Use of Numbers (without calculation), Set of Real Numbers, Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids. Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [Physically demonstrate product]</p> <p>As it may apply:  Dependent on nature and use of product  Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
PERFORMANCE MODES	COMMUNICATIONS
<p>Speaking</p> <p>Listening</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Verbal presentation</p> <p>Conversation</p> <p>Illustration</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage  Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition  Visual analysis, Describing, Recognition of symbols, codes, emblems</p>

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Client</p> <p>Actual product and equipment</p> <p>Auxiliary</p>	<p>Determine customer needs</p> <p>Suggest equipment and materials</p> <p>Handle objections</p> <p>Reinforce suggestions</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u></p> <p>Determine method of approach</p> <p>Determine techniques to use in making suggestions</p> <p>Determine appropriate quantity and number of equipment and materials</p>	<p><u>CUES</u></p> <p>Customer reaction</p> <p>Budget of client</p> <p>Customer needs</p>	<p><u>ERRORS</u></p> <p>Overload customer in inventory</p> <p>Short customer (in appropriate quantity)</p> <p>Failure to suggest at all</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions (see appendix)</p> <p>Conditions for healthy and growth-directed job performance Awareness of one's changing emotional states; of changing physical states; of unlimited intellectual activities; of diverse, intuitive (creative) capacities; to perceive, quickly integrate, and function well in the face of unexpected situational variables; and to main- tain open-mindedness and composure in the far seemingly different, eccentric, or clashing values expressed behaviorally or verbally</p>	<p>Fundamental Operations (Calculation), Use of Numbers (without calculation), Set of Real Numbers, Basic Arith- metic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [In handling objections, determining customer needs, reinforce suggestions]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems</p>
PERFORMANCE MODES	EXAMPLES
<p>Speaking</p> <p>Listening</p>	<p>Verbal persuasion</p> <p>Conversation</p>
COMMUNICATIONS	
	<p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunci- ation, Clarity of expression, Persua- sion, Denotation/Connotation, Logic, Gestures, Facial and body features, Dress, Poise, Usage Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition, Note taking</p>

## (TASK STATEMENT) INFORM CUSTOMER OF NEW TECHNOLOGICAL CHANGES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Client Trade journals Industry periodicals and publica- tions Samples Testimonials: Documentation Supportive data</p>	<p>Question customer on current opera- tional methods Highlight product features and benefits Present product relating to current or projected needs Meet objections Supply client with written data and supportive documentation Create vehicle for client to be trained and educated in the technological change</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u> Technique and methodology of inform- ing client How much information to provide</p>	<p><u>CUES</u> Size and nature of operation Client's background within industry</p>	<p><u>ERRORS</u> Wrong amount of information (too much or too little)</p>

## TASK STATEMENT) INFORM CUSTOMER OF NEW TECHNOLOGICAL CHANGES

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human consideration (see appendix) Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Awareness of one's diverse, intuitive (creative) capacities; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables</p>	<p>Set of Real Numbers [As applied to new product features and benefits], Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Numbers Systems (see appendix)</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Speaking	Verbal presentation
Listening	Interpret objections
<p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic, Word definition and Note taking</p>	



## (TASK STATEMENT) EXAMINE COMPETITORS' PRODUCT(S)

TOOLS, EQUIPMENT, MATERIALS,  
OBJECTS ACTED UPON

Competitors' product(s)

Competitors' operational procedure

Research and development

## PERFORMANCE KNOWLEDGE

Identify competitors and products

Seek out location of product

Buy product where applicable and test  
or use

Observe product in operation

SAFETY - HAZARD 25

Safety and Hazard (see appendix)

DECISIONSDetermine competitors' strengths and  
weaknesses

Determine best potential market

CUESShare of the market segment of  
competitorsERRORS

Improper analysis

Failing to recognize competitors or  
competitors' product lines

## TASK STATEMENT) EXAMINE COMPETITORS' PRODUCT(S)

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities Exhibit capacity to listen openly and attentively (without bias) in this communication process; Exhibit capacity of tact, poise, consideration, graciousness, and imagination Professionalism Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability Physical, emotional, and mental considerations</p> <p>Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, organization Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Awareness of one's diverse, intuitive (creative) capacities</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to analysis]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Reading	Comprehension of data
Listening	Presentations
Viewing	Illustration
	<u>SKILLS/CONCEPTS</u> Comprehension, Speed/Rate, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology Auditory discrimination, Discriminate facts from non-facts, Concentration, Logic, Noise discrimination Visual analysis, Recognition of symbols and codes, emblems

## TASK STATEMENT) HANDLE OBJECTIONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
Client or customer	Repeat objection in order to clarify and understand Counteract objection by converting into a selling point	
<u>DECISIONS</u>  Decide technique to employ in counteracting objection  Determine what and when to anticipate objections	<u>CUES</u>  Client's statements, lack of response  Client's attitude	<u>ERRORS</u>  Failure to recognize objection when encountered  Down grading competitors' product(s)  Arguing with customer

ASK STATEMENT)	HANDLE OBJECTIONS
<p><b>SCIENCE</b></p> <p>Personal qualities (see appendix)  Professionalism (see appendix)  Human consideration (see appendix)  Physical, emotional, and mental considerations  Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization  Basic human inhibitions  Excessive anticipation of expected events  Excessive preoccupation with past experiences  Excessive preoccupation with fantasy  Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines)  Excessive attachment to personal value sets which inhibit open interpersonal communication  Excessive mental activity to the complete exclusion of intuitive body expressions</p>	<p><b>MATH - NUMBER SYSTEMS</b></p> <p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to con- version]</p> <p>As it may apply:  Dependent on nature and use of product  Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
<p><b>COMMUNICATIONS</b></p> <p><u>PERFORMANCE MODES</u></p> <p>Listening</p> <p>Speaking</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Conversation</p> <p>Verbal persuasion</p> <p>Illustration</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Word definition, Note taking Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage  Recognition of symbols, codes, emblems</p>

**Duty B Analyzing Customer Needs**

- 1 Determine customer need (s)
- 2 Observe and determine clients operational problems
- 3 Relay customer needs to research and development
- 4 Determine specific equipment to meet customers needs
- 5 Decide specific material to meet customer need (s)

<p>TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON</p>	<p>PERFORMANCE KNOWLEDGE</p>	<p>SAFETY - HAZARD</p>
<p>Client Customer</p>	<p>Employ questioning techniques as they apply to clients operation (scope of operation) Observe as a follow-up to questioning techniques Determine job to be done</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u>  Determine if a product to fill a client's need is available</p>	<p><u>CUES</u>  Awareness of outside influences such as financial conditions</p>	<p><u>ERRORS</u>  Misinterpreting real need for a secondary or superficial need *a great deal of emphasis needs to be made here with techniques and methodology of questioning (see communication)</p>

## ASK STATEMENT) DETERMINE CUSTOMER NEED(S)

## SCIENCE

## Personal qualities

Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity)

## Professionalism

Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables; Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability

## Physical, emotional, and mental considerations

Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental clarity, mental quietude, organization

Basic human inhibitions (see appendix)

## MATH - NUMBER SYSTEMS

Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to determining customer need]

## As it may apply:

Dependent on nature and use of product  
Status and competency of client or audience

Math - Number Systems (see appendix)

## COMMUNICATIONS

## PERFORMANCE MODES

## Speaking

## Listening

## EXAMPLES

Verbal questions

Customer's needs

## SKILLS/CONCEPTS

Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage  
Auditory discrimination, Detection of propaganda devices, Recognition of opinions, Concentration, Logic, Note taking

## (TASK STATEMENT) OBSERVE AND DETERMINE CLIENT'S OPERATIONAL PROBLEMS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Existing facilities</p> <p>Existing equipment</p> <p>Existing materials</p> <p>Existing operation</p> <p>Client's operational philosophy (market share, distribution, etc.)</p>	<p>Discuss with client operational procedures</p> <p>Decipher operational strengths and weaknesses</p> <p>Physically observe operation to confirm judgement on strengths and weaknesses</p> <p>Advise client on operational problems</p> <p>Suggest methods and procedures to improve</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u></p> <p>Determine best method of operation pertaining to this client</p>	<p><u>CUES</u></p> <p>Production inefficiency, excessive costs, duplication of efforts</p>	<p><u>ERRORS</u></p> <p>Inability to properly inform on best and most efficient operation in reducing costs</p>



SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental consideration Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive anticipation of expected events Excessive preoccupation with fantasy Excessive preoccupation with past experiences Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines) Excessive attachment to personal value sets which inhibit open interpersonal communication Excessive mental activity to the complete exclusion of intuitive body expression</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Statistical Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Logic, Basic Geometry Skills and Concepts, [in order to advise client properly]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
<p>Speaking</p> <p>Listening</p> <p>Viewing</p>	<p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enumci- ation, Clarity of expression, Persua- sion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Auditory discrimination, Discriminate facts from non-facts, Recognize opin- ions, Concentration Visual analysis, Detail/Inference, Color discrimination, Recognition of symbols and codes, emblems</p>

TASK STATEMENT) RELAY CUSTOMER NEEDS TO RESEARCH AND DEVELOPMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Product or problem Written data Written analysis Research and Development people* Parts or material (given by client) Sample of work to be done</p> <p>*Some Research and Development departments may vary in scope and sophistication depending on nature and size of company salesperson is representing</p>	<p>Collect and organize all relevant information and material to Research and Development department Present facts and problems to Research and Development department Collect Research and Development analysis report Analyze report from Research and Development in relationship to customer needs</p>	
<p><u>DECISIONS</u></p> <p>Determine and eliminate irrelevant information</p>	<p><u>CUES</u></p> <p>Company procedure to follow in presentation of analysis for Research and Development department</p>	<p><u>ERRORS</u></p> <p>Not having significant data to present to Research and Development</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities Exhibit capacity to accurately reflect business operation environment and job expectations</p> <p>Professionalism Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables; Exhibit qualities of self-confidence, self-control, self-reliance, self-respect, and adaptability</p> <p>Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization</p> <p>Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables</p>	<p>Set of Real Numbers, Fundamental Operations (Calculation), Use of Numbers (without calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [in order to properly inform Research and Development]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Speaking	<p><b>SKILLS/CONCEPTS</b> Terminology, Diction, Clarity of expression, Denotation/Connotation, Logic</p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism</p> <p>Penmanship, Spelling, Reports, Business letters, diction, clarity of expressions, persuasion, denotation/connotation, logic</p> <p>Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Note taking</p>
Reading	Deliver oral instruction
Writing	Comprehend written reports
Listening	Write informative report
	Discriminate reports

TASK STATEMENT) DETERMINE SPECIFIC EQUIPMENT TO MEET CUSTOMER(S) NEED

TOOLS, EQUIPMENT, MATERIALS,  
OBJECTS ACTED UPON

Written recommendations from Research  
and Development department  
Original data collected by sales-  
person

Reports on capabilities of equipment  
production and delivery by home  
company

PERFORMANCE KNOWLEDGE

Read report from Research and Develop-  
ment department

Synthesized with original data  
collected

As result, list possible alternatives

Consult with sales manager

Individually or collectively choose  
specific equipment

SAFETY - HAZARD

DECISIONS

Select proper alternative(s)

CUES

Time from original meeting to  
selection of equipment is  
reasonable

ERRORS

Select wrong alternative which will  
reflect on selecting wrong equip-  
ment

## TASK STATEMENT) DETERMINE SPECIFIC EQUIPMENT TO MEET CUSTOMER(S) NEED

SCIENCE	MATH - NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental considerations</p> <p>Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, organization</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to meeting needs]</p> <p>As it may apply:</p> <p>Dependent on nature and use of product</p> <p>Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Reading	Comprehend written reports
Viewing	Interpret illustration
	<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Enumeration, Informational reports, Recommendation, Informational reports, Physical experiment, Description of mechanism, Terminology, Visual analysis, Logic, Recognition of symbols, codes, emblems</p>

(TASK STATEMENT) DECIDE SPECIFIC MATERIAL TO MEET CUSTOMER NEEDS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Actual auxiliary materials</p> <p>Material data</p>	<p>Compile list of relevant material, auxiliary, to be used in conjunction with equipment</p> <p>Rank in order of priority, in conjunction with client</p> <p>Individually or collectively choose auxiliary material</p>	
<p><u>DECISIONS</u></p> <p>Determine financial status</p>	<p><u>CUES</u></p> <p>Production or use capacity</p>	<p><u>ERRORS</u></p> <p>Wrong selection of relevant and pertinent material</p>

## TASK STATEMENT) DECIDE SPECIFIC MATERIAL TO MEET CUSTOMER NEEDS

SCIENCE		MATH - NUMBER SYSTEMS	
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communi- cate pride in establishment</p> <p>Physical, emotional, and mental consideration</p> <p>Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>		<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechan- ical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to meeting needs of customer]</p> <p>As it may apply:</p> <p>Dependent on nature and use of product</p> <p>Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>		<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Writing		Write informative report	Penmanship, Spelling, Classification, Description, Reports, Business letters, Terminology
Reading		Pertinent data	Comprehension, Informational reports, Recommendation reports, Progress report, Description of mechanism, Definition, Terminology

**Duty C Performing Sales Presentation**

- 1 Adjust sales presentation to customers needs and operation
- 2 Determine most appropriate sales presentation formula(s) and steps
- 3 Plan presentation timing
- 4 Perform actual sales presentation
- 5 Utilize questioning techniques to determine potential objections
- 6 Stimulate customer by involvement in presentation (response)
- 7 Demonstrate product line knowledge, stressing product features and benefits
- 8 Maintain visual impact through demonstration
- 9 Incorporate company's image, policies and procedures in presentation
- 10 Close sales presentation

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(TASK STATEMENT) ADJUST SALES PRESENTATION TO CUSTOMERS' NEEDS AND OPERATIONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Client</p> <p>Supplemental presentation material</p> <p>Analysis data (of operation)</p> <p>Product analysis data</p>	<p>Select data relevant to client's operation</p> <p>Incorporate relevant material into logical order</p> <p>Take logical sequence of information and plug into sales presentation</p>	
<p><u>DECISIONS</u></p> <p>Decide what to add and delete in presentation</p>	<p><u>CUES</u></p> <p>Data, customer's needs, client's objections</p>	<p><u>ERRORS</u></p> <p>Ineffective sales presentation</p> <p>Presentation not geared to central issue</p>

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## TASK STATEMENT) ADJUST SALES PRESENTATION TO CUSTOMER'S NEEDS AND OPERATIONS

SCIENCE	MATH - NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Communicate pride in establishment; Show and describe facilities with appropriate speed and clarity</p> <p>Physical. emotional, and mental considerations</p> <p>Attention, Observation. Concentration, Mental alertness, Mental quietude, Mental clarity, Organization</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it applies to client's operations]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
PERFORMANCE MODES	COMMUNICATIONS
<p>Reading</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Comprehend written reports</p> <p>Illustration</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposal, Description of mechanism, Definition, Terminology</p> <p>Visual analysis, Logic, Recognition of symbols, codes, emblems</p> <p>42</p>

**TASK STATEMENT) DETERMINE MOST APPROPRIATE SALES PRESENTATION FORMULAS AND STEPS**

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Customer feedback</p> <p>Sales manager expertise</p> <p>All relevant analysis data</p> <p>Standardized sales technique formulas</p>	<p>Review research analysis</p> <p>Consider audience</p> <p>Consider product</p> <p>Blend all facets of data and considerations into presentation</p>	<p>43</p>
<p><u>DECISIONS</u></p> <p>Determine amount of allotted time for presentation</p>	<p><u>CUES</u></p> <p>Client's operations and operational problems</p>	<p><u>ERRORS</u></p> <p>Wrong selection of presentation producing ineffective demonstration</p>

## TASK STATEMENT) DETERMINE MOST APPROPRIATE SALES PRESENTATION FORMULAS AND STEPS


SCIENCE	MATH - NUMBER SYSTEMS	
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental considerations</p> <p>Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, organization</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to audience]</p> <p>As it may apply:</p> <p>Dependent on nature and use of product</p> <p>Status and competency of client or customer</p> <p>Math - Number Systems (see appendix)</p>	
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Listening	Conversation	Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition, Note taking

## [TASK STATEMENT] PLAN PRESENTATION TIMING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARDS
<p>Audio-visual tools</p> <p>All written analysis</p> <p>Equipment and materials to be used in actual presentation</p>	<p>Establish appointment with client</p> <p>Determine which tools to incorporate into presentation</p> <p>Plan sequence of presentation</p> <p>Rehearse presentation according to sequence</p>	
<p><u>DECISIONS</u></p> <p>Determine what tools and equipment will be most effective with regard to framework allowed to work in</p>	<p><u>CUES</u></p> <p>Where it will take place</p> <p>People involved (group v. individual)</p> <p>Flexibility of allotted time when setting appointment</p>	<p><u>ERRORS</u></p> <p>Run over on allotted time</p> <p>Taking too much time with one item of a presentation</p>

TASK STATEMENT) PLAN PRESENTATION TIMING		MATH -- NUMBER SYSTEMS	
<b>SCIENCE</b>		<b>Use of Numbers (without calculation)</b> Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording	
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>		<b>COMMUNICATIONS</b>	
<b>PERFORMANCE MODES</b>		<b>EXAMPLES</b>	<b>SKILLS/CONCEPTS</b>
Speaking		Deliver message	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Usage
Viewing		Illustration	Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems
Reading		Written reports and instructions	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology

(TASK STATEMENT) PERFORM ACTUAL SALES PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Customer(s)</p> <p>Supportive visuals, equipment and data</p>	<p>Perform general steps of sale:</p> <ul style="list-style-type: none"> <li>Approach customer (greeting)</li> <li>Introduce and present product</li> <li>Demonstrate the product</li> <li>Involve customer</li> <li>Meet objections</li> <li>Recap and review</li> <li>Close sale</li> </ul> <p>Follow-up sale</p>	
<p><u>DECISIONS</u></p> <p>Determine amount of emphasis on each step</p>	<p><u>CUES</u></p> <p>Read customer reactions (facial and questions, etc.)</p>	<p><u>ERRORS</u></p> <p>Omit important step resulting in ineffective presentation</p> <p>Failure to give customer a chance to take action</p>

## SCIENCE

Personal qualities (see appendix)  
 Professionalism (see appendix)  
 Human considerations (see appendix)  
 Physical, emotional, and mental considerations  
 Attention, Observation, Concentration, Mental alertness,  
 Mental quietude, Mental clarity, Organization  
 Basic human inhibitions (see appendix)  
 Conditions for healthy and growth-directed job performance  
 Capacity to perceive, quickly integrate, and function  
 well in the face of unexpected situational variables;  
 Capacity to maintain open-mindedness and composure in  
 the far seemingly different, eccentric or clashing  
 values expressed behaviorally or verbally

## MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)  
 Counting  
 Coordinate system  
 Ordering  
 Indexing  
 Coding  
 Ratio  
 Measurement  
 Recording  
 Fundamental Operations (calculation)  
 Addition, subtraction, multiplication, division  
 algorithm  
 Order of operations, i.e., use of parentheses in  
 simplifying arithmetic expressions  
 Basic arithmetic skills and concepts [as a reinforcement  
 or emphasis during presentation]

## COMMUNICATIONS

PERFORMANCE MODES

Speaking

Listening

Viewing

EXAMPLES

Deliver oral presentation

Comprehend objections

Comprehend illustrations

SKILLS/CONCEPTS

Terminology, Diction, Implying, Enunci-  
 ation, Clarity of expression, Persua-  
 sion, Denotation/Connotation, Logic,  
 Gestures, Dress, Facial and body  
 features, Poise, Usage  
 Auditory discrimination, Detection of  
 propaganda devices, Discriminate fact  
 from non-fact, Recognize opinions,  
 Concentration, Logic  
 Visual analysis, Logic, Detail/Infer-  
 ence, Color discrimination, Recogni-  
 tion of symbols, codes, emblems



## (TASK STATEMENT) UTILIZE QUESTIONING TECHNIQUES TO DETERMINE POTENTIAL OBJECTIONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
Client	Evolve awareness of questioning techniques available: Reflective Overhead Directed etc.	
<u>DECISIONS</u>  Determine best time to ask questions  Determine what questions to ask as listed above  Determine which questions best apply to various potential objections	<u>CUES</u>  Responses from questions  Lack of customer attention and participation	<u>ERRORS</u>  Failure to perceive which questions will bring out customer response and interest

## ASK STATEMENT) UTILIZE QUESTIONING TECHNIQUES TO DETERMINE POTENTIAL OBJECTIONS

SCIENCE		MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p> <p>Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behavioral or verbally</p>		<p>Use of Numbers (without calculation) Counting, coordinate system, ordering, indexing, coding, ratio, measurement, and recording Fundamental Operations (calculation) Addition, subtraction, multiplication, and division algorithms, order of operations, i.e., use of parentheses in simplifying arithmetic expressions Basic arithmetic skills and concepts [as a questioning device] As it may apply: Dependent on nature and use of product Status and competency of client or audience</p>
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Delivering oral question techniques	Terminology, diction, implying, enunciation, clarity of expression, persuasion, denotation/connotation, poise, usage
Listening	Conversation	Auditory discrimination, detection of propaganda devices, discriminate facts for non-facts, recognize opinions, concentration, logic

TASK STATEMENT) STIMULATE CUSTOMER BY INVOLVEMENT IN PRESENTATION. (RESPONSE)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Client</p> <p>Supportive data</p> <p>Product itself</p> <p>Simulation and simulation materials and devices</p>	<p>Determine open and leading statements</p> <p>Initiate open ended statements</p> <p>Stimulate by appealing to customer's physical senses</p> <p>Anticipate response</p> <p>React to customer's response (positively)</p> <p>Reinforce by repetition (in demonstration)</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u></p> <p>Determine how to appeal to customer's physical senses</p> <p>Determine what physical senses to appeal to</p>	<p><u>CUES</u></p> <p>Customer's needs</p> <p>Customer's problems</p> <p>Customer's interests</p>	<p><u>ERRORS</u></p> <p>Presentation which fails to involve customer and stimulate his/her interest</p>

## (TASK STATEMENT) - STIMULATE CUSTOMER BY INVOLVEMENT IN PRESENTATION (RESPONSE)

SCIENCE	MATH - NUMBER SYSTEMS	
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental considerations: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity &amp; organization</p>	<p>Use of Numbers (without calculation) Counting, coordinate system, ordering, indexing, coding, ratio, measurement, recording Fundamental Operations (calculation) Addition, subtraction, multiplication, and division algorithm, order of operation, i.e., use of parentheses in simplifying arithmetic expressions Basic arithmetic skills and concepts [as an involvement device] As it may apply: Dependent on nature and use of product Status and competency of client or audience</p>	
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Listening	Conversation	Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic
Viewing	Illustration	Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems
Speaking	Deliver presentation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
		43

## COMMUNICATIONS

(TASK STATEMENT) DEMONSTRATE PRODUCT LINE KNOWLEDGE STRESSING FEATURES AND BENEFITS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Customer</p> <p>Supportive data</p> <p>Product analysis</p> <p>Research and Development</p>	<p>Initiate and complete standard feature benefit analysis (using standard format)</p> <p>Determine how features benefit can best be demonstrated</p> <p>Practice actual physical demonstration of product</p> <p>Revise demonstration</p> <p>Incorporate into sales presentation</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u></p> <p>Determine how benefits compliment features</p> <p>Decide which benefits and features are primary and which are secondary</p>	<p><u>CUES</u></p> <p>Customer's need</p> <p>Customer's operation</p> <p>Customer's personal</p>	<p><u>ERRORS</u></p> <p>Stressing benefit not applicable to client's operation</p>

## TASK STATEMENT) DEMONSTRATE PRODUCT LINE KNOWLEDGE STRESSING FEATURES AND BENEFITS

SCIENCE	MATH — NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human consideration</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental consideration: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, &amp; organization</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to stressing features and benefits]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math — Number Systems (see appendix)</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Speaking	Deliver oral presentation
Writing	Write informative presentation
Listening	Interpret objections
	45
	54

## COMMUNICATIONS

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## (TASK STATEMENT) MAINTAIN VISUAL IMPACT THROUGH DEMONSTRATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Client</p> <p>Audio-visual equipment and material</p> <p>Simulations</p> <p>Mock-ups</p> <p>Supportive data and analysis information represented in form of graphs and charts</p>	<p>Observe meeting room and/or physical facilities where presentation will transpire</p> <p>Select demonstration equipment and material which will facilitate presentation</p> <p>Check-out and test demonstration equipment to determine if operable</p> <p>Design, create and produce visuals to be used in demonstration</p>	
<p><u>DECISIONS</u></p> <p>Determine which visuals will produce greatest impact in demonstration</p>	<p><u>CUES</u></p> <p>Physical facilities</p> <p>Access to equipment</p> <p>Size and make-up of audience</p>	<p><u>ERRORS</u></p> <p>Inappropriate visuals - producing ineffective demonstration</p> <p>Loss of client interest</p>

## TASK STATEMENT) MAINTAIN VISUAL IMPACT THROUGH DEMONSTRATION

SCIENCE		MATH - NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables</p> <p>Physical, emotional, and mental considerations:</p> <p>Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>		
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Viewing	Illustration	Visual analysis, Memory, Logic, Description, Recognition of symbols, codes, emblems
Writing	Written design	Penmanship, Spelling, Classification, Description, Reports, Terminology, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Usage



## (TASK STATEMENT) INCORPORATE COMPANY'S IMAGE, POLICIES AND PROCEDURES IN PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Client</p> <p>Historical data of company</p> <p>Detailed description of policies and procedures</p> <p>Testimonials</p>	<p>Select most appropriate information as applicable to client's situation</p> <p>Incorporate into introduction of presentation</p> <p>Slant company's image, policies and procedures to client for sake of impact</p>	
<p><u>DECISIONS</u></p> <p>Distinguish between primary, secondary, and supportive information as it applies to image, procedures</p> <p>Determine appropriate information in order to avoid limiting one's self</p>	<p><u>CUES</u></p> <p>New and existing customer</p> <p>Client's position in market place</p>	<p><u>ERRORS</u></p> <p>Use too much insignificant and unappropriate information</p>

SCIENCE	MATH — NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental considerations</p> <p>Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>	<p>Use of Numbers (without calculation)</p> <p>Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording</p>
PERFORMANCE MODES	COMMUNICATIONS
<p>Reading</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Comprehend written reports</p> <p>Illustration</p>
	<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Description of mechanism, Definition, Terminology Visual analysis, Memory, Logic, Recognition of symbols, codes, emblems</p>

## (TASK STATEMENT) CLOSE SALES PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
Client or customer	Decide when appropriate time for close Recap and highlight primary points of presentation (sales) Initiate trial close Evaluate customer's response to trial close Ask for sale	
<u>DECISIONS</u> Determine when to close (timing involved)	<u>CUES</u> Customer's response	<u>ERRORS</u> Failure to close and ask for sale

## TASK STATEMENT) CLOSE SALES PRESENTATION

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix) Physical, emotional, and mental considerations Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive anticipation of expected events; Excessive preoccupation with fantasy; Excessive preoccupation with past experiences Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Geometry Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as it may apply to close]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client and/or audience</p> <p>Math - Number Systems (see appendix)</p>
PERFORMANCE MODES	EXAMPLES
<p>Speaking</p> <p>Listening</p> <p>Viewing</p>	<p>Deliver oral instruction</p> <p>Interpret objections</p> <p>Illustration or actual product</p>
COMMUNICATIONS	SKILLS/CONCEPTS
	<p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems</p>

**Duty D    Negotiating and Completing Terms of Sales Contract with Customer**

- 1    Estimate bids for base product or materials**
- 2    Estimate transportation cost**
- 3    Estimate installation cost**
- 4    Estimate product modification cost**
- 5    Estimate auxiliary equipment and/or material cost**
- 6    Submit bid for approval**
- 7    Expedite order from manufacturer**
- 8    Draw contract in proper legal form**

## (TASK STATEMENT) ESTIMATE BID(S) FOR BASE PRODUCT OR MATERIAL

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>All reference of data material</p> <p>Research and Development</p> <p>Sales manager</p>	<p>Consult all pertinent data relevant to job or product requirements</p> <p>Review customer's operation</p> <p>Incorporate any supportive or Research and Development data</p> <p>Consult cost charts or book</p> <p>Compute bid cost</p> <p>Draft actual bid</p> <p>Finalize details</p> <p>Present to client</p>	82
<p><u>DECISIONS</u></p> <p>Match material and cost</p> <p>Determine cost within limitations of client</p>	<p><u>CUES</u></p> <p>Limits set by client</p> <p>Specifications set by client</p>	<p><u>ERRORS</u></p> <p>Under or over estimation</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix)</p> <p>Basic Human inhibitions (see appendix) Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
<p>Reading</p> <p>Listening</p> <p>Viewing</p>	<p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology</p> <p>Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic</p> <p>Visual analysis, Logic, Detail/Inference, Recognition of symbols, codes, emblems</p>

## (TASK STATEMENT) ESTIMATE TRANSPORTATION COST

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Common carriers</p> <p>Bill of lading</p> <p>Transportation documents and forms</p> <p>Transportation insurance forms and documents</p> <p>Size and weight of load or order</p> <p>Routes (as they effect cost and element of time)</p>	<p>Calculate time to ship</p> <p>Calculate size and weight of order</p> <p>Select proper (most efficient and economical) carrier</p> <p>Contact selected carrier</p> <p>Instruct carrier on pick-up destination and any other pertinent information</p> <p>Initiate transportation format documents, to include insurance of materials and order</p> <p>Follow-up order concerning actual delivery</p>	
<p><u>DECISIONS</u></p> <p>Choose most efficient and economical carrier</p> <p>Determine method of calculations</p>	<p><u>CUES</u></p> <p>Time of customer need</p> <p>Client budget</p> <p>Environmental conditions</p>	<p><u>ERRORS</u></p> <p>Choosing wrong mode of transportation</p>



## TASK STATEMENT) ESTIMATE TRANSPORTATION COST

SCIENCE		MATH - NUMBER SYSTEMS	
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and intellectual health:</p> <p>Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>		<p>Fundamental Operations (Calculation), Use of Numbers (without calculation), Set of Real Numbers, Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts</p> <p>[As applicable to transportation charges and nature of product being transported]</p>	
COMMUNICATIONS			
<u>PERFORMANCE MODES</u>		<u>EXAMPLES</u>	<u>SKILLS/CONCEPTS</u>
Reading		Comprehend written calculations	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology Auditory discrimination, Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition Visual analysis, Logic, Recognition of symbols, codes, emblems
Listening		Technical conversation	
Viewing		Illustrations	
		57	65

## (TASK STATEMENT) ESTIMATE INSTALLATION COST

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Subcontractors</p> <p>Client's facilities</p> <p>Client's location</p> <p>Client's accessibility</p>	<p>Select labor (men) to install (outside concern or plant personnel)</p> <p>Select most advantageous location for material and equipment</p> <p>Locate accessibility of in-plant utilities</p> <p>Follow-up and or supervise sub-contractors (if needed)</p> <p>Make allowances for any adverse weather conditions</p> <p>Calculate (compute) and advise client of cost with regards to above steps</p>	
<p><u>DECISIONS</u></p> <p>Determine method of calculation</p> <p>Decide number of considerations</p> <p>Decide who to select for contract work</p>	<p><u>CUES</u></p> <p>Actual physical facilities</p> <p>Size of equipment</p> <p>Client's budget</p> <p>Desirability of location</p>	<p><u>ERRORS</u></p> <p>Miscalculate installation cost</p>

## SCIENCE

## Human considerations

Grant appropriate regard for customer's unique needs;  
Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity

Physical, emotional, and mental considerations

Mental alertness, Mental quietude, Mental clarity,

Organization

Basic human inhibitions (see appendix)

Conditions for healthy and growth-directed job performance

Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;

Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing

values expressed behaviorally or verbally

## MATH — NUMBER SYSTEMS

Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [in arriving at cost of installation]

As it may apply:

Dependent on nature and use of product

Status and competency of labor force or sub-contracts of clients or audience

Math - Number Systems (see appendix)

## COMMUNICATIONS

PERFORMANCE MODES

Speaking

EXAMPLES

Deliver oral instructions

SKILLS/CONCEPTS

Terminology, Diction, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Usage

## (TASK STATEMENT) ESTIMATE PRODUCT MODIFICATION COST

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Equipment and materials requiring modification</p> <p>Nomenclature of equipment or material</p> <p>Engineers and Research and Development</p>	<p>Consult with Research and Development engineers (or both)</p> <p>Interpret and advise client of <b>feasibility</b> or required modification</p> <p>React to client response</p> <p>Reevaluate original decision (if necessary)</p> <p>Relay to client any new or alternative decision regarding modification</p> <p>Enact proper forms to initiate modification</p> <p>Compute and calculate modification cost</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u></p> <p>Determine feasibility of product modification</p> <p>Determine actual cost of modification</p>	<p><u>CUES</u></p> <p>Client's operation</p> <p>Written data</p>	<p><u>ERRORS</u></p> <p>Inappropriate analysis affecting cost estimate (high or low)</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Human. considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity</p> <p>Conditions for health/ and growth-directed job performance</p> <p>Awareness of one's diverse, intuitive (creative) capacities; Awareness of one's unlimited intellectual activities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [as applicable to arriving at modification cost]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
PERFORMANCE MODES	EXAMPLES
<p>Reading</p> <p>Writing</p> <p>Speaking</p>	<p>Comprehend written reports</p> <p>Deliver written report</p> <p>Consulting resource people/client</p>
COMMUNICATIONS	SKILLS/CONCEPTS
	<p>Comprehension, Detail/Inference, Speed/Rate, Recommendation reports, Definition, Progress reports</p> <p>Penmanship, Spelling, Classification, Memo format, Description, Persuasion and Sales technique, Denotation/Connotation, Logic, Usage</p> <p>Terminology, Clarity of expression, Persuasion and Sales technique, Logic and diction</p>

(TASK STATEMENT) ESTIMATE AUXILIARY EQUIPMENT AND/OR MATERIAL COST

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Catalog of auxiliary equipment</p> <p>Auxiliary equipment price list</p> <p>Actual auxiliary equipment</p> <p>Client</p>	<p>Select auxiliary equipment which facilitates client's operation or equipment</p> <p>Suggest auxiliary equipment</p> <p>Relate cost of auxiliary equipment to the operation</p> <p>Compute cost of auxiliary equipment</p>	
<p><u>DECISIONS</u></p> <p>Determine what auxiliary equipment is conducive to client's operation</p> <p>Determine quantity and quality of auxiliary equipment and materials.</p>	<p><u>CUES</u></p> <p>Existing equipment</p> <p>Business operation of clients</p>	<p><u>ERRORS</u></p> <p>Failure to trade-up, or increase sale</p>

## TASK STATEMENT) ESTIMATE AUXILIARY EQUIPMENT AND/OR MATERIAL COST

SCIENCE	MATH - NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity</p> <p>Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Awareness of one's diverse, intuitive (creative) capacities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic [in arriving as auxiliary and equipment and material cost]</p> <p>As it may apply: Dependent on nature and use of auxiliary equipment and material Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
PERFORMANCE MODES	COMMUNICATIONS
<p>Speaking</p> <p>Listening</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Deliver oral communication</p> <p>Conversation</p> <p>Illustrations</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage</p> <p>Auditory discrimination, Discrimination of facts from non-facts, Recognition of opinions, Concentration</p> <p>Visual analysis; Logic, Detail/Inference, Recognition of symbols, codes, emblems</p>

## (TASK STATEMENT) SUBMIT BID FOR APPROVAL

72

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Salesperson*</p> <p>Sale manager or superior*</p> <p>Cost estimates</p> <p>*Some manufacturing concerns may have one or more individuals whose sole responsibility is approving or disapproving bids</p>	<p>Review all cost estimates for accuracy</p> <p>Add or delete any revisions to bid</p> <p>Submit actual bid</p> <p>Follow-up bid</p> <p>Resubmit bid if originally disapproved</p>	
<p><u>DECISIONS</u></p> <p>Decide who to submit to</p> <p>Determine what revisions needed to be made with regards to original bid</p>	<p><u>CUES</u></p> <p>Rejection of bid - either by client or home office</p>	<p><u>ERRORS</u></p> <p>Bid too high or low</p> <p>Failure to take into account all pertinent considerations</p>



SCIENCE	MATH — NUMBER SYSTEMS
<p>Human consideration</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity</p> <p>Communicate pride in establishment</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Awareness of one's diverse, intuitive (creative) capacities; Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the face of seemingly different, eccentric or shifting values expressed behaviorally or verbally</p>	<p>Use of Numbers (without calculation)</p> <p>Counting</p> <p>Coordinate system</p> <p>Ordering</p> <p>Indexing</p> <p>Coding</p> <p>Ratio</p> <p>Measurement</p> <p>Recording</p>
PERFORMANCE MODES	COMMUNICATIONS
<p>Reading</p> <p>Writing</p>	<p><u>EXAMPLES</u></p> <p>Comprehend written reports</p> <p>Prepare written report</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of Mechanism, Definition, Terminology Penmanship, Spelling, Classification, Description, Reports, Business letter and terminology, Appropriate diction, Logic, Usage, Clarity of expression</p>

## (TASK STATEMENT) EXPEDITE ORDER FROM MANUFACTURER

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Purchase order and purchase order number</p> <p>Carrier and its identification</p>	<p>Schedule shipping date in conjunction with client's specified arrival time</p> <p>Confirm actual shipment and date</p> <p>Follow-up confirmation of purchase order</p> <p>Follow-up confirmation of carrier</p>	
<p><u>DECISIONS</u></p> <p>Determine method of follow-up to include letter, phone, teletype or purchase order number</p>	<p><u>CUES</u></p> <p>Confirmation of order, carrier confirmation</p>	<p><u>ERRORS</u></p> <p>Failure to properly execute order</p>

SCIENCE	MATH — NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity</p> <p>Basic human inhibitions</p> <p>Excessive anticipation of expected events, Excessive preoccupation with past experiences; Excessive preoccupation with fantasy; Excessive attachment to fixed-projected time sets (e.s. schedules, appointments, deadlines)</p>	<p>Use of numbers (without calculation)</p> <p>Counting</p> <p>Coordinate system</p> <p>Ordering</p> <p>Indexing</p> <p>Coding</p> <p>Ratio</p> <p>Measurement</p> <p>Recording</p>
COMMUNICATIONS	
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>
<p>Writing</p> <p>Speaking</p>	<p><u>SKILLS/CONCEPTS</u></p> <p>Penmanship, Spelling, Classification, Description, Reports, Terminology, Business letter, Clarity of expression</p> <p>Terminology, Diction, Implying, Enunciation, Logic, Usage</p>

## (TASK STATEMENT) DRAW CONTRACT IN PROPER LEGAL FORM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
Legal department or individual Contract format Client	Determine essentials of a legal contract Specify performance procedure Incorporate conditions and purposes of agreement Finalize contract in proper legal form (no co-firm) Specify terms of agreement	
<u>DECISIONS</u>  Decide on content of contract	<u>CUES</u>  Client's signature Client's acceptance or rejection of terms and content	<u>ERRORS</u>  Illegal or unbending contract

MATH - NUMBER SYSTEMS	
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity</p> <p>Basic human inhibitions</p> <p>Excessive anticipation of experiences; Excessive pre-occupation with fantasy; Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines)</p>	<p>Use of Numbers (without calculation)</p> <p>Counting</p> <p>Coordinate system</p> <p>Ordering</p> <p>Indexing</p> <p>Coding</p> <p>Ratio</p> <p>Measurement</p> <p>Recording</p>
COMMUNICATIONS	
<u>PERFORMANCE MODES</u>	<u>EXAMPLES</u>
Reading	Comprehend written reports
Writing	Write report
Speaking	Deliver oral instruction
<u>SKILLS/CONCEPTS</u>	
Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Description, Terminology, Penmanship, Spelling, Classification, Description, Clarity of expression, Logic, Usage	
Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage	

**Duty E    Determining Results by Follow-Up Contact**

1. Supervise installation of product
2. Demonstrate operation of equipment; and use of materials or auxiliary equipment
3. Instruct employees on operation of equipment
4. Instruct employees on maintenance of equipment
5. Adjust complaints (including delivery)
6. Inspect product for wear and servcability

(TASK STATEMENT) SUPERVISE INSTALLATION OF PRODUCTS(S)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Actual product</p> <p>Actual material</p> <p>Actual equipment</p> <p>Actual auxiliary equipment or material</p>	<p>Locate any required materials handling equipment</p> <p>Locate labor force</p> <p>Direct specified or chronological order of assembly or movement of product</p> <p>Direct to desired location (after location has been prepared)</p> <p>Secure product</p> <p>Follow-up by checking security of installation</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u></p> <p>Decide time schedule</p> <p>Decide orderly steps to be taken during the course of installation</p>	<p><u>CUES</u></p> <p>Competency of labor force layout of physical facilities</p>	<p><u>ERRORS</u></p> <p>Improper installation resulting in inefficiency of operations</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Physical, emotional, and mental considerations (see appendix)</p> <p>Comfort Caution Safety Physical, emotional, and intellectual health Attention Observation Concentration Mental alertness Mental quietude Mental clarity Organization</p>	<p>Set of Real Numbers Rationals Use of Numbers (without calculation) Coordinate system, [Time schedule] Ordering [Chronological order of movement] Basic Arithmetic Skills and Concepts Guess and check method [Movement of product]</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
<p>Speaking</p> <p>Reading</p> <p>Listening</p> <p>Viewing</p>	<p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology Concentration, Note taking Recognition of symbols, codes, emblems</p> <p>Verbal introduction Social</p> <p>Comprehension of catalog</p> <p>Conversation Social/Business Illustration</p>



**(TASK STATEMENT) DEMONSTRATE OPERATION OF EQUIPMENT; USE OF MATERIALS OR AUXILIARY EQUIPMENT**

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Actual equipment</p> <p>Equipment operators (to include materials or auxiliary equipment)</p>	<p>Review methods necessary for operating equipment</p> <p>Inspect equipment for proper operating procedures</p> <p>Demonstrate equipment to client in a logical sequential order</p> <p><b>Interpret client's concerns and questions</b></p> <p>Review operation of equipment with client</p> <p>Redemonstrate equipment with client</p>	<p>Safety and Hazard (see appendix)</p>
<p><b><u>DECISIONS</u></b></p> <p>Decide on proper logical and sequential order of demonstration</p> <p>Consider the audience in demonstration being made</p>	<p><b><u>CUES</u></b></p> <p>Operation of the equipment</p> <p>Size and knowledge of audience</p>	<p><b><u>ERRORS</u></b></p> <p>Audience's lack of ability to operate equipment effectively or efficiently</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Physical, emotional, and mental considerations (see appendix)</p> <p>Comfort</p> <p>Caution</p> <p>Safety</p> <p>Physical, emotional, and intellectual health</p> <p>Attention</p> <p>Observation</p> <p>Concentration</p> <p>Mental alertness</p> <p>Mental quietude</p> <p>Mental clarity</p> <p>Organization</p>	<p>Set of Real Numbers [Rationals], Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic</p> <p>As it may apply:</p> <p>Dependent on nature and use of product</p> <p>Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
PERFORMANCE MODES	COMMUNICATIONS
<p>Reading</p> <p>Writing</p> <p>Viewing</p> <p>Speaking</p>	<p><u>EXAMPLES</u></p> <p>Comprehend written report</p> <p>Write informative report</p> <p>Examine charts and plan</p> <p>Demonstrating equipment</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Description of mechanism and terminology</p> <p>Penmanship, Spelling, Reports, Business letters, Persuasion and sales technique, Logic, Denotative/Connotative Recognition of symbols, codes, emblems</p> <p>Terminology, Diction, Enunciation, Clarity of expression, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage</p>

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(TASK STATEMENT) INSTRUCT EMPLOYEES ON OPERATION OF EQUIPMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Actual equipment</p> <p>Audience or operators</p> <p>Manuals of operation</p>	<p>Pass out any relevant material pertaining to the operation of the equipment</p> <p>Give an overview of the operation of equipment</p> <p>Run through operation of equipment, step by step</p> <p>Entertain any questions employees may have</p> <p>Allow employees to operate equipment</p> <p>Critique employees operation of equipment</p> <p>Review operation again</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u></p> <p>Determine methods of instruction</p> <p>Decide how to positively reinforce</p>	<p><u>CUES</u></p> <p>Degree of audience competency</p>	<p><u>ERRORS</u></p> <p>Failure of audience to understand operation of equipment</p>

## TASK STATEMENT) INSTRUCT EMPLOYEES ON OPERATION OF EQUIPMENT

SCIENCE		MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the face of seemingly different, eccentric or clashing values expressed behaviorally or verbally</p> <p>Physical, emotional, and mental considerations: Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>		<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend data	Comprehension, Detail/Inference, Speed/Rate, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Terminology
Listening	Employee's questions	Auditory discrimination, Discriminate facts from non-facts, Concentration, Logic
Viewing	Illustration	Visual analysis, Detail/Inference, Color discrimination, Recognition of symbols codes, emblems
Speaking	Demonstration	Terminology, Diction, Enunciation, Clarity of expression, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage

## (TASK STATEMENT) INSTRUCT EMPLOYEES ON MAINTAINANCE OF EQUIPMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Actual equipment</p> <p>Audience or operators</p> <p>Manuals of operation</p>	<p>Pass out any relevant material pertaining to the maintainance of the equipment</p> <p>Give an overview of the maintainance of equipment</p> <p>Run through maintainance of equipment, step by step</p> <p>Entertain any questions employees may have</p> <p>Allow employees to maintain equipment</p> <p>Critique employees maintainance of equipment</p> <p>Review maintainance again</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u></p> <p>Determine which components can be maintained by employees and which should be maintained by selling company</p> <p>Determine methods of instruction</p> <p>Determine competence of employees</p>	<p><u>CUES</u></p> <p>Audience ability to comprehend instruction</p> <p>Regularity of maintainance to be performed</p> <p>Degree of efficiency required in maintainance</p>	<p><u>ERRORS</u></p> <p>Inappropriate maintainance of equipment resulting in down time--excessive wear</p> <p>Failure of employees to interpret proper maintainance procedure</p>

## TASK STATEMENT) INSTRUCT EMPLOYEES ON MAINTAINANCE OF EQUIPMENT

SCIENCE		MATH - NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the face seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity and organization		Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Statistical Skills and Concepts, Basic Probability Skills and Concepts, Basic Logic  As it may apply: Dependent on nature and use of product Status and competency of client or audience  Math - Number System (see appendix)
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal persuasion	Terminology, Diction, Implying, Enunciation, Clarity, of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening	Conversation	Discriminate facts from non-facts, Recognize opinions, Concentration, Logic, Word definition, Note taking

## (TASK STATEMENT) ADJUST COMPLAINTS (INCLUDING DELIVERY)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Customer - client</p> <p>“Communicative” used to register com-plaint</p>	<p>Interpret validity of complaint</p> <p>Confer with customer on necessity or degree of adjustment</p> <p><b>Make desirable adjustment</b></p> <p>Follow-up to make sure adjustment is adequate and meets customer's expectations</p>	
<p><u>DECISIONS</u></p> <p>Determine if the complaint is really valid</p> <p>Determine if it is advantageous to adjust complaint</p> <p>Determine if adjustment is possible</p>	<p><u>CUES</u></p> <p>Communicate from client</p> <p><b>Inspection by salesperson</b></p>	<p><u>ERRORS</u></p> <p>Over or under adjusting</p> <p>Making wrong adjustment</p> <p>Incorrect adjustment</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix)</p> <p>Basic human inhibitions (see appendix) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the face of seemingly different, eccentric or conflicting values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>	<p>Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic</p> <p>As it may apply: Dependent on nature and use of product Status and competency of client or audience</p> <p>Math - Number Systems (see appendix)</p>
PERFORMANCE MODES	EXAMPLES
<p>Speaking</p> <p>Listening</p> <p>Viewing</p>	<p>Deliver oral presentation</p> <p>Comprehend objections</p> <p>Comprehend illustration</p>
COMMUNICATIONS	
<p><b>SKILLS/CONCEPTS</b></p> <p>Terminology, Diction, Implying, Enumeration, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage</p> <p>Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic</p> <p>Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems</p>	



## (TASK STATEMENT) INSPECT PRODUCT WEAR AND SERVICEABILITY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Product(s)</p> <p>Stock or inventory of material</p>	<p>Develop check list of common areas of frequent wear and necessary servicing</p> <p>Run through check-list</p> <p>Inspect for wear and servicing of less than frequent occurrences</p> <p>Evaluate to determine if any servicing is needed</p> <p>Perform service</p>	<p>Safety and Hazard (see appendix)</p>
<p><u>DECISIONS</u></p> <p>Determine when to make a service inspection</p> <p>Decide on composition of check-list</p> <p>Determine how to perform service on equipment</p>	<p><u>CUES</u></p> <p>Point in time</p> <p>Physical condition</p> <p>Customer request</p>	<p><u>ERRORS</u></p> <p>Excessive wear and down time</p>

## ASK STATEMENT) INSPECT PRODUCT WEAR AND SERVICEABILITY

ASK STATEMENT/ INSTRUCT PRODUCT BEAR AND SERVICEABILITY		MATH - NUMBER SYSTEMS	
SCIENCE		Set of Real Numbers, Use of Numbers (without calculation), Fundamental Operations (Calculation), Basic Arithmetic Skills and Concepts, Use of Computing Devices and Mechanical Aids, Basic Measurement Skills and Concepts, Basic Algebra Skills and Concepts, Basic Trigonometry Skills and Concepts, Basic Geometry Skills and Concepts, Basic Probability Skills and Concepts, Basic Statistical Skills and Concepts, Basic Logic  As it may apply: Dependent on nature and use of product Status and competency of client or audience  Math - Number Systems (see appendix)	
Personal qualities (see appendix) Professionalism (see appendix) Human considerations (see appendix)  Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Basic human inhibitions (see appendix) Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization		COMMUNICATIONS	
PERFORMANCE MODES		EXAMPLES	
Reading	Comprehend written reports	Comprehension, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Definition, Terminology	
Listening	Conversation	Auditory discrimination, Detection of propaganda devices, Discriminate facts from non-facts, Recognize opinions, Logic	
Viewing	Audio-Visual equipment	Visual analysis, Logic, Detail/Infer-	
		Q4.	

21.

**Duty F    Contacting and Servicing Existing and Perspective Customers**

- 1    Determine sources of information for potential customers**
- 2    Compile and maintain (up-date) potential customers**
- 3    Plan and schedule weekly/monthly appointment schedule**
- 4    Contact person responsible for making client's buying decision**
- 5    Schedule appointments**
- 6    Develop follow-up system**
- 7    Ascertain information on territorial changes**
- 8    Utilize replacement and refill orders as a sales tool  
      (suggestive selling)**

## (TASK STATEMENT) DETERMINE SOURCES OF INFORMATION FOR POTENTIAL CUSTOMERS

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Customers (past) Prospect or business list(s)*(to be all encompassing) ex: telephone directory, chamber of commerce</p> <p>*Resource list: contacts from which prospect's lists could be compiled or result from</p> <p>Prospect list: would be those individuals who hopefully would result in new customers derived from resource list</p>	<p>Compile list of sources (where prospect list can be obtained) contacts Delete irrelevant contact sources Compile list of pertinent sources of prospect list Rank sources in order of desirability</p>	
<p><u>DECISIONS</u></p> <p>Decide where sources are obtainable Decide which sources to use and which to delete Determine order of priority</p>	<p><u>CUES</u></p> <p>Nature of market Nature of product Availability of sources</p>	<p><u>ERRORS</u></p> <p>Compiling inappropriate list Failure to discriminate between relevant and irrelevant sources</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Physical, emotional, and mental consideration Concentration, Mental alertness, Mental quietude, Mental clarity, Organization</p> <p>Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines)</p> <p>Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacit; to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>	<p>Use of Numbers (without calculation)</p> <p>Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording</p>
PERFORMANCE MODES	COMMUNICATIONS
<p>Speaking</p> <p>Writing</p> <p>Viewing</p>	<p><u>EXAMPLES</u></p> <p>Deliver oral presentation</p> <p>Write report</p> <p>Illustration</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Penmanship, Spelling, Classification, Description, Logic, Usage Auditory discrimination, Recognition of opinions, Concentration, Word definition</p>

(TASK STATEMENT) <sup>b</sup> COMPILER AND MAINTAIN (UP-DATE) POTENTIAL PROSPECT FILE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Pertinent resource lists Relevant prospect list Referrals from daily contacts</p>	<p>Compile systematic approach to file list Compile information on prospects Periodically add pertinent information Periodically delete obsolete information</p>	
<p><u>DECISIONS</u></p> <p>Determine how to compile information Decide what information is needed Decide how to verify or confirm information Determine method of up-dating</p>	<p><u>CUES</u></p> <p>Feedback from contacts Market area Nature of market</p>	<p><u>ERRORS</u></p> <p>Ineffective prospect file follow-up unproductive leads</p>

## (TASK STATEMENT)    COMPILER AND MAINTAIN (UP-DATE) POTENTIAL PROSPECT FILE

SCIENCE		MATH - NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs;</p> <p>Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Physical, emotional, and mental consideration</p> <p>Concentration, Mental alertness, Mental quietude, Mental clarity. Organization</p> <p>Basic human inhibitions</p> <p>Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines)</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;</p> <p>Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>		<p>Use of Numbers (without calculation)</p> <p>Counting</p> <p>Coordinate system</p> <p>Ordering</p> <p>Indexing</p> <p>Coding</p> <p>Ratio</p> <p>Measurement</p> <p>Recording</p>
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Description of mechanism and terminology
Writing	Write inserts and reports	Appropriate diction, Persuasion and sales technique, Denotation/Connotation, Logic, Usage, Penmanship, Spelling, Reports, Business letters
Viewing	Examine charts and plan	Recognition of symbols, codes, emblems

(TASK STATEMENT) PLAN AND SCHEDULE WEEKLY MONTHLY APPOINTMENT SCHEDULE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Schedule book Planning calendar</p>	<p>Interpret prospect file information to determine potential need Ascertain need for appointment Compile method of approach Contact potential client by written or oral communique</p>	
<p><u>DECISIONS</u> Determine how to contact and schedule Determine when to contact and schedule Determine where to contact and schedule</p>	<p><u>CUES</u> Previously compiled information Accessibility of client</p>	<p><u>ERRORS</u> Contacting wrong person, at wrong time, for wrong reason Failure to make contact</p>



SCIENCE	MATH — NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Communicate pride in establishment; Show and describe facilities with appropriate speed and clarity Physical, emotional, and mental considerations Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization	Use of Numbers (Calculation) Coordinate system [appointment scheduling] Indexing [appointment scheduling] Recording [appointment scheduling]
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Speaking	Deliver oral presentation
Listening	Comprehend objections
Viewing	Comprehend illustration
SKILLS/CONCEPTS	
Terminology, Dictation, Implying, Enumeration, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage Auditory discrimination, Detection of propaganda devices, Discrimination of facts from non-facts, Recognize opinions, Concentration, Logic Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems	

COMMUNICATIONS

(TASK STATEMENT) CONTACT PERSON RESPONSIBLE FOR MAKING CLIENT'S BUYING DECISION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Client, perspective and list Actual client</p>	<p>Initiate communicate to perspective client Schedule appointment Review material which is pertinent to contact Confirm having made contact with person responsible for buying decision</p>	
<p><u>DECISIONS</u>  Decide who is responsible for buying decision Determine when to contact Determine how to contact</p>	<p><u>CUES</u>  Potential client needs Referrals Client's referral</p>	<p><u>ERRORS</u>  Contacting person not responsible for making buying decision</p>

SCIENCE	MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human consideration Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Communicate pride in establishment; Show and describe facilities with appropriate speed and clarity Physical, emotional, and mental considerations Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental alertness, Mental quietude, Mental clarity, Organization</p>	<p>Use of Numbers (Calculation) Coordinate system [appointment scheduling] Recording [appointment scheduling]</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
<p>Reading Writing Speaking</p>	<p>SKILLS/CONCEPTS Comprehension, Description of mechanism, Terminology Penmanship, Spelling, Classification, Description, Clarity of expression, Logic, Usage Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Gestures, Dress, Facial and body features, Poise</p>

## (TASK STATEMENT) SCHEDULE APPOINTMENTS

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Schedule book</p> <p>Planning calendar</p>	<p>Interpret prospect file information to determine potential need</p> <p>Ascertain need for appointment</p> <p>Compile method of approach</p> <p>Contact potential client by written or oral communique</p> <p>Actually schedule appointment</p> <p>Confirm appointment time and place</p>	
<p><u>DECISIONS</u></p> <p>Determine when to schedule appointment</p> <p>Determine where (to include physical facility and location) to schedule appointments</p> <p>Determine individuals to be present during appointment scheduled</p>	<p><u>CUES</u></p> <p>Previously compiled information</p> <p>Accessibility of client</p> <p>Mode and time of transportation to client's place of business</p> <p>Weather conditions</p> <p>Accommodations</p> <p>Arrival and departure time</p> <p>Amount of time available with client</p> <p>Other appointments on schedule</p>	<p><u>ERRORS</u></p> <p>Scheduling conflicting appointment times and dates</p> <p>Inability to keep appointment commitments</p> <p>Possibility of client or potential client developing negative attitude toward salesperson-or salesperson's ability to plan ahead</p>

## ASK STATEMENT) SCHEDULE APPOINTMENTS

MATH - NUMBER SYSTEMS		SCIENCE
Use of Numbers (Calculation) Coordinate system [appointment scheduling] Recording [appointment scheduling]		Human considerations Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment Physical, emotional, and mental consideration Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines) Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Writing	Write report	Penmanship, Spelling, Classification, Description, Clarity of expression, Logic
Speaking	Make oral appointment	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage

## (TASK STATEMENT) DEVELOP FOLLOW-UP SYSTEM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>File</p> <p>Calendar - yearly</p> <p>Plan books</p> <p>Notes from original visits</p>	<p>Make notation of follow-up date on calendar on file</p> <p>Pull file pertaining to initial visit</p> <p>Make note of conversation from initial contact</p> <p>Initiate appropriate communique</p> <p>Reinforce purpose of original visit</p>	
<u>DECISIONS</u>	<u>CUES</u>	<u>ERRORS</u>
<p>Determine timely follow-up date</p> <p>Determine filing system</p> <p>Determine system of notating pertinent information</p>	<p>Client's original response</p>	<p>Untimely follow-up</p>

MATH - NUMBER SYSTEMS	SCIENCE
<p>Use of Numbers (Calculation)</p> <p>Coordinate system [appointment scheduling]</p> <p>Indexing [appointment scheduling]</p> <p>Recording [appointment scheduling]</p>	<p>Human considerations</p> <p>Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity;</p> <p>Communicate pride in establishment</p> <p>Physical, emotional, and mental considerations</p> <p>Mental alertness, Mental quietude, Mental clarity, Organization</p> <p>Basic human inhibitions</p> <p>Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication, Excessive mental activity to the complete exclusion of intuitive body expression</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
<p>Speaking</p> <p>Listening</p> <p>Viewing</p>	<p>Deliver oral presentation</p> <p>Comprehend objections</p> <p>Comprehend illustration</p>
SKILLS/CONCEPTS	
<p>Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage</p> <p>Auditory discrimination, Detection of propaganda devices, Discrimination of facts from non-facts, Recognize opinions, Concentration, Logic</p> <p>Visual analysis, Logic, Detail/Inference, Color discrimination, Recognition of symbols, codes, emblems</p>	

(TASK STATEMENT) ASCERTAIN INFORMATION ON TERRITORIAL CHANGES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Census data</p> <p>Primary and secondary data</p> <p>Research reports</p> <p>Statistical studies of market changes and conditions</p> <p>Observation of socio-economic conditions</p>	<p>Read growth and expansion data</p> <p>Interpret local, state or national consensus figures relative to population</p> <p>Interpret business expansion vs. business relocation</p> <p>Decline or increase of population</p> <p>Analyze all primary and secondary to segment markets (market segmentation procedures)</p>	
<p><u>DECISIONS</u></p> <p>Determine method of segmenting market</p> <p>Determine method of analyzing and interpreting data</p>	<p><u>CUES</u></p> <p>Available data - consensus observation and studies</p>	<p><u>ERRORS</u></p> <p>Failure to realize radical changes in market segments and conditions</p>



## ASK STATEMENT)

## ASCERTAIN INFORMATION ON TERRITORIAL CHANGES

SCIENCE	MATH — NUMBER SYSTEMS
<p>Human considerations</p> <p>Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Physical, emotional, and mental considerations</p> <p>Mental alertness, Mental quietude, Mental clarity, Organization</p> <p>Basic human inhibitions</p> <p>Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression</p> <p>*An awareness of market research procedures and interpretations of findings are imperative in the completion of this task in order to determine market conditions and identify market segments</p>	<p>Basic Probability Skills and Concepts</p> <p>Determine probability of sample events; use of probability in prediction of mass behavior vs. unpredictability of single events</p> <p>Basic Logic</p> <p>Symbolism</p> <p>Deductive or inductive</p> <p>Implications/converse/inverse/contrapositive</p> <p>Arguments/test for validity</p> <p>Proof</p> <p>Direct</p> <p>Paragraph/two column</p> <p>Indirect</p> <p>Basic Statistical Skills and Concepts</p> <p>Representative sampling from population; measurement of central tendency via mean (average), median, standard deviation; techniques of statistical analysis and statistical inference</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Reading	Comprehend written reports
Writing	Write report
Viewing	Examine charts and plan
SKILLS/CONCEPTS	
Comprehension, Detail/Inference, Informational reports, Recommendation reports, Physical experiment, Description of mechanism, Definition, Terminology	
Penmanship, Description, Clarity of expression, Logic, Usage	
Word definition, Recognition of symbols, codes, emblems	

**(TASK STATEMENT) UTILIZE REPLACEMENT AND REFILL ORDERS AS A SALES TOOL (SUGGESTIVE SELLING)**

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Samples</p> <p>Mock-ups</p> <p>Graphic and visual tools</p> <p>Reports and findings</p> <p>A keen awareness of the techniques and methods applied to suggestive selling are imperative to the completion of this task</p>	<p>Analyze existing product line of client</p> <p>Suggest expansion or increasing existing product line</p> <p>Utilize methods of trading-up and increasing sales.</p>	
<p><b><u>DECISIONS</u></b></p> <p>Determine if product line expansion would be profitable</p> <p>Determine how product line expansion or increasing will provide increased profits</p>	<p><b><u>CUES</u></b></p> <p>Physical operation</p> <p>Acceptance and rejection of expansion of product line</p>	<p><b><u>ERRORS</u></b></p> <p>Not to suggest</p> <p>Failure to increase client's order</p> <p>Suggesting inappropriate items</p>

## SCIENCE

## MATH -- NUMBER SYSTEMS

Personal qualities (see appendix)

Professionalism (see appendix)

Human considerations

Grant appropriate regard for customer's unique needs;

Exhibit capacity to ascertain best service for the

particular party type request; Show and describe

facilities with appropriate speed and clarity

Conditions for healthy and growth-directed job performance

Capacity to perceive, quickly integrate, and function

well in the face of unexpected situational variables;

Capacity to maintain open-mindedness and composure in

the far seemingly different, eccentric or clashing

values expressed behaviorally or verbally

Set of Real Numbers

Use of Numbers (without calculation)

Fundamental Operations (Calculation)

Basic Arithmetic Skills and Concepts

Use of Computing Devices and Mechanical Aids

Basic Measurement Skills and Concepts

As it may apply:

Dependent on nature and use of product

Status and competency of client or audience

## COMMUNICATIONS

## PERFORMANCE MODES

Reading

Viewing

## EXAMPLES

Comprehend written reports

Illustration

## SKILLS/CONCEPTS

Informational reports, Comprehension,  
Detail/Inference, Physical experiment,  
Proposals, Description of mechanism,  
Definition, Terminology  
Visual analysis, Logic, Detail/Infer-  
ence, Recognition of symbols, codes,  
emblems

**Duty G    Developing and Implementing Proper Sales Promotion and Product Promotion Plan**

- 1    Develop "customer relation" procedure
- 2    Determine methods of keeping advised of promotional techniques  
      (of products and firm)
- 3    Determine method of product, company and sales publicity
- 4    Determine method of displaying product(s) in conjunction with exhibitions,  
      trade fairs, and special events
- 5    Exhibit goodwill through effective "public relations" program

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(TASK STATEMENT) DEVELOP "CUSTOMER RELATION" PROCEDURE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>*"Customer Relations" plan-of-attack **to include customer services</p> <p>*Because "Customer relations" is an important and essential part of any sales organization - One should consider implementing a customer relations program without any cues</p> <p>**Customer services to include anything which would prove beneficial, economical, efficient, and complimentary to a particular operation</p>	<p>Establish rapport with client</p> <p>Build confidence</p> <p>Nurture trust</p> <p>Inform client of available service from representative company</p> <p>Extend available assistance to client</p>	
<p><u>DECISIONS</u></p> <p>Determine how to build "customer relations" through a comprehensive plan of attack - which is all encompassing</p>	<p><u>CUES</u></p> <p>Positive or negative feeling on the part of the client with regards to the product or company the salesperson is representing</p>	<p><u>ERRORS</u></p> <p>Failure to establish good rapport</p>

## ASK STATEMENT) DEVELOP "CUSTOMER RELATION" PROCEDURE

SCIENCE		MATH - NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations Maintain customer's illusion of privacy by avoiding excessive noise or movement; Maintain regard for differing views on maximum efficiency of the operation; Communicate pride in establishment Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration mental alertness, mental quietude, mental clarity, and organization</p>		
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Verbal introduction Social conversation	Terminology, Diction, Implying, Enumci- ation, Clarity of expression, Persua- sion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Listening Viewing	Social/business conversation Illustration	Concentration, Note taking Visual analysis, Logic, Recognition of symbols, codes, emblems
	105	110

## TASK STATEMENT) DETERMINE METHODS OF KEEPING ADVISED OF PROMOTIONAL TECHNIQUES (OF PRODUCTS AND FIRM)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Journals (promotions)</p> <p>Ad agencies</p> <p>Promotion department (if large enough company)</p> <p>Special promotional publication</p>	<p>Compile list of pertinent resources as they apply to promotional methods and techniques</p> <p>Secure, read, and interpret promotional data</p> <p>Apply pertinent data to the promotion of the product at hand</p>	
<p><u>DECISIONS</u></p> <p>Determine available and up-to-date sources of promotional techniques</p> <p>Determine which and how to apply promotional data to product(s)</p>	<p><u>CUES</u></p> <p>Availability of pertinent promotional material in conjunction with product</p>	<p><u>ERRORS</u></p> <p>Failure to obtain and use up-to-date material which would enhance the promotion of the product</p>

## TASK STATEMENT) DETERMINE METHODS OF KEEPING ADVISED OF PROMOTIONAL TECHNIQUES (OF PRODUCTS AND FIRM)

SCIENCE		MATH - NUMBER SYSTEMS
Personal qualities (see appendix) Professionalism (see appendix) Human considerations Maintain customer's illusion of privacy by avoiding excessive noise or movement; Maintain regard for differing views on maximum efficiency of the operations; Communicate pride in establishment Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization	Use of Numbers (without calculation) Coordinate system [Interpret data] Indexing [Index data] Recording [Record data]	
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading  Listening Viewing	Comprehend reports Catalogs  Social/business conversation Illustration	Comprehension, Detail/Inference, Informational reports, Recommendation reports Concentration, Note taking Recognition of symbols, codes, emblems

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## TASK STATEMENT) DETERMINE METHOD OF PRODUCT, COMPANY AND SALES PUBLICITY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Material novelty advertising devices</p> <p>Gratuities (ex: sporting events tickets)</p> <p>Home company promotional devices (with regards to company, products, or salesperson)</p>	<p>Employee a novelty advertising specialist</p> <p>Derive clients likes and dislikes with regards to interests</p> <p>Supply client with publicity material (as it applies to company, products, salesperson)</p> <p>Mail or drop off novelty devices</p>	
<p><u>DECISIONS</u></p> <p>Determine what novelty and promotional devices to incorporate</p>	<p><u>CUES</u></p> <p>What is available</p> <p>Customer's interest and personality</p>	<p><u>ERRORS</u></p> <p>Failure to keep client informed of company's image</p> <p>Failure to keep company's name in front of client</p>

(TASK STATEMENT) DETERMINE METHOD OF PRODUCT, COMPANY AND SALES PUBLICITY

SCIENCE	MATH — NUMBER SYSTEMS	
<p>Personal qualities (see appendix) Professionalism (see appendix) Human considerations Maintain customer's illusion of privacy by avoiding excessive noise or movement; Maintain regard for differing views on maximum efficiency of the operations; Communicate pride in establishment Basic human inhibitions Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression Physical, emotional, and mental considerations Comfort, caution, safety, physical, emotional and intellectual health, attention, observation, concentration, mental alertness, mental quietude, mental clarity, and organization</p>	<p>Use of Numbers (without calculation) [Quantity and quality] Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording</p>	
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Business letters	Penmanship, Spelling, Memo format, Reports, Business letters, Terminology, Appropriate diction, Clarity of expression, Persuasion and sales technique
Speaking	Delive. oral conversation	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage
Viewing	Illustration	Recognition of symbols, codes, emblems
	109	114

DETERMINE METHOD OF DISPLAYING PRODUCT(S) IN CONJUNCTION WITH EXHIBITIONS, TRADE FAIRS,  
(TASK STATEMENT) AND SPECIAL EVENTS

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
Actual product, equipment, and materials Display fixtures and props Display booth Product literature Novelty devices	Compile list of schedule fairs, exhibitions, and events for up-coming year Secure reservations at above events <b>for self and client (s)</b> Confirm reservations for accommodations Secure materials and equipment to be displayed Set up at exhibition	Safety and Hazard (see appendix)
<u>DECISIONS</u>  Decide what equipment and materials need to be taken to special event exhibitions  Decide what display techniques to employ	<u>CUES</u>  What events are available  Where events are scheduled  What would be of interest to clients	<u>ERRORS</u>  Failure to be aware of up-coming events

SCIENCE		MATH - NUMBER SYSTEMS	
<p>Personal qualities (see appendix) Basic human inhibitions</p> <p>Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression</p> <p>Conditions for healthy and growth-directed job performance</p> <p>Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables;</p> <p>Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally</p>	<p>Use of Numbers (without calculation)</p> <p>Counting</p> <p>Coordinate system</p> <p>Ordering</p> <p>Indexing</p> <p>Coding</p> <p>Ratio</p> <p>Measurement</p> <p>Recording</p>		
COMMUNICATIONS			
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS	
Speaking	Verbally make arrangements	Terminology, Diction, Implying, Enunciation, Clarity of expression, Persuasion, Denotation/Connotation, Logic, Gestures, Dress, Facial and body features, Poise, Usage	
Reading	Comprehend schedules	Comprehension, Detail/Inference, Recommendation reports, Physical experiment, Description of mechanism, Terminology	
Listening Viewing	Conversation Illustration	Concentration, Note taking Recognition of symbols, codes, emblems	

## TASK STATEMENT) EXHIBIT GOOD WILL THROUGH EFFECTIVE "PUBLIC RELATIONS" PROGRAM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Available public relations* methods, techniques, and materials</p> <p>*Public relations: to include local community, civic, youth organizations, state, country and organized groups' affairs and programs in conjunction with a conscientious effort to contribute time, money or advice</p>	<p>Develop plan of attack for a public relations campaign</p> <p>If feasible, employ ad agency to carry on institutional advertising</p> <p>Initiate public relations program aimed at building good will</p> <p>Initiate on-going public relations program</p>	<p>○</p>
<p><u>DECISIONS</u></p> <p>Decide on competent ad agency</p> <p>Determine scope of public relations program and purpose</p>	<p><u>CUES</u></p> <p>Current status of company's image</p> <p>Availability of public relations material and programming</p>	<p><u>ERRORS</u></p> <p>Failure to maintain or create positive company image</p>

SCIENCE	MATH — NUMBER SYSTEMS
<p>Personal qualities (see appendix) Professionalism (see appendix)</p> <p>Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally Physical, emotional, and mental considerations Comfort, mental alertness -Caution, mental quietude Safety, mental clarity Physical, emotional, and intellectual health Attention, organization Observation Concentration</p>	<p>Use of Numbers (without calculation) Coordinate system [Plan of attack]</p>
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Reading	Comprehend written reports
Written	Write letter
	SKILLS/CONCEPTS
	Comprehension, Detail/Inference, Informational reports, Physical experiment, Description of mechanism, Terminology Penmanship, Spelling, Classification, Description, Logic, Usage

Duty H    Writing Reports

- 1    Write reports on completed and uncompleted sales
- 2    Write reports on sales prospects and contacts
- 3    Write reports on competitors' products
- 4    Write reports on credit ratings of customers
- 5    Record and maintain salesperson's expense accounts
- 6    Maintain sale progress report charts

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## (TASK STATEMENT) WRITE REPORTS ON COMPLETED AND UNCOMPLETED SALES

120

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Sales report form(s)</p>	<p>Compile ratio of sales attempted to sales completed Write rough draft on what transpired during sales contact Review sales report for accuracy Make notations of errors during contact (salesperson) Make notation of strong points (salesperson) Make notations of client's subordinates (interests) Compile narrative report only on completed and uncompleted sales</p>	
<p><u>DECISIONS</u></p> <p>Determine relevant information to include in report</p>	<p><u>CUES</u></p> <p>What transpired during contact format of report Information which would prove informative in future</p>	<p><u>ERRORS</u></p> <p>Meaningless report, too much jargon - useless report</p>



## TASK STATEMENT) WRITE REPORTS ON COMPLETED AND UNCOMPLETED SALES

SCIENCE		MATH - NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Physical, emotional, and mental considerations - Comfort, Safety, Physical, emotional and intellectual health, Attention, Concentration, Mental clarity, Organization</p> <p>Basic human inhibitions</p> <p>Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment-to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression</p> <p>Conditions for healthy and growth-directed job performance (see appendix)</p>		Use of Numbers (without calculation)
		Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording
COMMUNICATIONS		
PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Comprehend written reports	Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology
Viewing	Illustration	Visual analysis, Logic, Recognition of symbols, codes, emblems
Writing	Write reports	Spelling, Classification, Memo format, Description, Reports, Terminology, Clarity of expression, Logic, Usage

## TASK STATEMENT) WRITE REPORTS ON SALES PROSPECTS AND CONTACTS

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TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Sales prospect and contact form(s)</p>	<p>Gather information of client</p> <p>Include pertinent information into report form</p> <p>Review information for accuracy</p> <p>Organize material into an easy access form or format in order to have readily available (cross reference)</p> <p>Review up-date files on prospects</p>	
<p><u>DECISIONS</u></p> <p>Determine what information is important enough to be included in customer files</p> <p>Decide on efficient and effective method of filing</p>	<p><u>CUES</u></p> <p>Method and availability of deriving information on a client</p> <p>Actual format of report form</p>	<p><u>ERRORS</u></p> <p>Failure to compile and have available relevant and pertinent information on prospect client</p>

## SCIENCE

## Human considerations

Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment

Physical, emotional, and mental considerations  
Comfort, Safety, Physical, emotional and intellectual health, Attention, Concentration, Mental clarity, Organization

## Basic human inhibitions

Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression  
Conditions for healthy and growth-directed job performance (see appendix)

## MATH -- NUMBER SYSTEMS

## Use of Numbers (without calculation)

Counting  
Coordinate system  
Ordering  
Indexing  
Coding  
Ratio  
Measurement  
Recording

## COMMUNICATIONS

PERFORMANCE MODES

Reading

Written

Viewing

EXAMPLES

Comprehend written reports/letters

Write inserts

Examine catalog

SKILLS/CONCEPTS

Comprehension, Description of mechanism and terminology  
Penmanship, Spelling, Reports, Business letters, Dictation, Persuasion, Denotation/Connotation, Logic  
Recognition of symbols, codes, emblems

(TASK STATEMENT) WRITE REPORTS ON COMPETITORS' PRODUCTS

TOOLS, EQUIPMENT, MATERIALS,  
OBJECTS ACTED UPON

Competitor's product

Competitor's product analysis form  
(a comparison form - comparing  
competitor's product to own)  
Available product analysis data and  
literature on competitor's  
product

PERFORMANCE KNOWLEDGE

If possible secure competitor's product  
Read any available reports on product  
Interpret any Research and Development  
report data on competitor's product  
Interpret input from existing customers  
Contrast and compare competitor's  
product to ours on proper comparison  
report form  
Make notations and pertinent informa-  
tion relevant to future sales (on  
form)

SAFETY - HAZARD

DECISIONS

Decide on what needs to be compared

CUES

Competitor's position in the market

ERRORS

Failure to remain competitive

## ASK STATEMENT) WRITE REPORTS ON COMPETITORS' PRODUCTS

## SCIENCE

Physical, emotional, and mental considerations  
Physical, emotional and intellectual health, Attention, Observation, Concentration, Mental clarity, Organization  
Basic human inhibitions  
Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression  
Conditions for healthy and growth-directed job performance (see appendix)

## MATH - NUMBER SYSTEMS

Use of Numbers (without calculation)  
Counting  
Coordinate system  
Ordering  
Indexing  
Coding  
Ratio  
Measurement  
Recording

## COMMUNICATIONS

PERFORMANCE MODES

Reading

Writing

Viewing

EXAMPLES

Comprehend written report

Write reports

Illustration

SKILLS/CONCEPTS

Comprehension, Detail/Inference, Informational reports, Recommendation reports, Progress reports, Physical experiment, Proposals, Description of mechanism, Definition, Terminology Spelling, Classification, Description, Reports, Terminology, Clarity of expression. Logic, Usage  
Visual analysis, Logic, Recognition of symbols, codes, emblems

## (TASK STATEMENT) WRITE REPORTS ON CREDIT RATINGS OF CUSTOMERS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY -- HAZARD
<p>Dunn and Bradstreet credit rating directory</p> <p>Local credit rating agencies</p>	<p>Consult Dunn and Bradstreet directory</p> <p>Arrive at customer's credit rating</p> <p>Note credit rating in proper report form</p> <p>Up-date and follow-up client's credit status</p>	
<p><u>DECISIONS</u></p> <p>Determine if client's credit rating is acceptable with company's requirements and policies</p>	<p><u>CUES</u></p> <p>Standard operating procedures</p> <p>Company's credit policy requirements</p>	<p><u>ERRORS</u></p> <p>Accepting customer with unacceptable credit rating</p>

## ASK STATEMENT) WRITE REPORTS ON CREDIT RATINGS OF CUSTOMERS

SCIENCE	MATH - NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular party type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Physical, emotional, and mental considerations</p> <p>Comfort, Safety, Physical, emotional and intellectual health, Attention, Concentration, Mental clarity.</p> <p>Organization</p> <p>Basic human inhibitions</p> <p>Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression</p> <p>Conditions for healthy and growth-directed job performance (see appendix)</p>	<p>Use of Numbers (without calculation)</p> <p>Counting</p> <p>Coordinate system</p> <p>Ordering</p> <p>Indexing</p> <p>Coding</p> <p>Ratio</p> <p>Measurement</p> <p>Recording</p>
PERFORMANCE MODES	COMMUNICATIONS
<p>Reading</p> <p>Listening</p> <p>Writing</p>	<p><u>EXAMPLES</u></p> <p>Interpret reports</p> <p>Communicate</p> <p>Write reports</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Comprehension, Detail/Inference, Informational reports, Recommendation reports</p> <p>Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic, Note taking</p> <p>Spelling, Classification, Description, Reports, Terminology, Clarity of expression, Logic, Usage</p>

## (TASK STATEMENT) RECORD AND MAINTAIN SALESPERSON'S EXPENSE ACCOUNT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY — HAZARD
<p>Expense account form</p> <p>Applicable receipts</p>	<p>Obtain tangible receipts</p> <p>Break receipts down into various required categories</p> <p>Record various expenditures of proper form</p> <p>Compute actual categorical totals</p> <p>Submit for approval</p> <p>Maintain record on proper form of expenses</p>	
<p><u>DECISIONS</u></p> <p>Determine which expenses are applicable</p> <p>Decide when to submit</p>	<p><u>CUES</u></p> <p>Standard company policy regarding expenses</p>	<p><u>ERRORS</u></p> <p>Not to maintain accurate record of expenses</p> <p>Not securing receipts</p> <p>Receiving inaccurate reimbursement on expenses</p>



## ASK STATEMENT) RECORD AND MAINTAIN SALESPERSON'S EXPENSE ACCOUNT

MATH - NUMBER SYSTEMS	
Human considerations (see appendix) Physical, emotional, and mental considerations Concentration, Mental alertness, Mental quietude, Mental clarity, Organization Conditions for healthy and growth-directed job performance Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables; Capacity to maintain open-mindedness and composure in the far seemingly different, eccentric or clashing values expressed behaviorally or verbally	Use of Numbers (without calculation) Counting Coordinate system Ordering Indexing Coding Ratio Measurement Recording
COMMUNICATIONS	
PERFORMANCE MODES	EXAMPLES
Reading	Comprehend written reports
Listening	Conversation
Writing	Write records
SKILLS/CONCEPTS	
Comprehension, Information reports, Recommendation reports, Progress reports, Physical experiment, Propo- sals, Description of mechanism, Defi- nition, Terminology Auditory discrimination, Detection of propaganda devices, Discriminate fact from non-fact, Recognize opinions, Concentration, Logic Penmanship, Spelling, Classification, Description, Terminology, Clarity of expression, Logic	

(TASK STATEMENT) MAINTAIN SALES PROGRESS REPORT CHARTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
<p>Graph Salesperson's incentive programs, devices, and techniques</p>	<p>Set realistic sale's goal Develop a pictorial or visual graph depicting goal Arrive at method of recording progress toward achievement of goal Record progress</p>	
<p><u>DECISIONS</u> Determine how to set an accurate and realistic goal Determine how to record progress and achievement</p>	<p><u>CUES</u> Company expectations Salesperson's own self-confidence of achievement</p>	<p><u>ERRORS</u> Failure to set and/or attain a realistic goal</p>

## SK STATEMENT) MAINTAIN SALES PROGRESS REPORT CHARTS

SCIENCE	MATH - NUMBER SYSTEMS
<p>Human considerations</p> <p>Grant appropriate regard for customer's unique needs; Exhibit capacity to ascertain best service for the particular activity type request; Show and describe facilities with appropriate speed and clarity; Communicate pride in establishment</p> <p>Physical, emotional, and mental considerations</p> <p>Comfort, Safety, Physical, emotional and intellectual health, Attention, Concentration, Mental clarity, Organization</p> <p>Basic human inhibitions</p> <p>Excessive attachment to fixed-projected time sets (e.g., schedules, appointments, deadlines); Excessive attachment to personal value sets which inhibit open interpersonal communication; Excessive mental activity to the complete exclusion of intuitive body expression conditions for healthy and growth-directed job performance (see appendix)</p>	<p>Use of Numbers (without calculation)</p> <p>Counting</p> <p>Coding</p> <p>Coordinate system</p> <p>Ordering</p> <p>Indexing</p> <p>Ratio</p> <p>Measurement</p> <p>Recording</p>
PERFORMANCE MODES	COMMUNICATIONS
Viewing	<p><u>EXAMPLES</u></p> <p>Illustration</p> <p><u>SKILLS/CONCEPTS</u></p> <p>Visual analysis, Logic, Recognition of symbols, codes, emblems</p>

## APPENDIX

### SAFETY AND HAZARD

At this point, note that specific or determinable safety procedures or hazards encountered by the industrial salesperson are of a general nature. The industrial salesperson will have to have a general and constant awareness of safety procedures—dictated by the nature of the product he/she is selling—and the use of the product he/she is demonstrating or selling.

The basic reason for not being able to list specific instances is due to the vast difference in various industrial products—and the various safety procedures which apply to each. For example, an industrial salesperson selling a product involved with construction, obviously would have to be constantly aware of the need of a hard hat; an industrial salesperson selling to a machine shop would need to be aware of the need for safety goggles and of the various safety devices on large machinery. It would be safe at this time to say, the safety and hazard would be of a general nature—yet ALL ENCOMPASSING as it applies to industrial sales.

### MATH - NUMBER SYSTEMS

The rationale behind this area lies within two very basic, yet important considerations. First, the nature and use of the industrial product being sold. This difference is as vast as the difference between light switches and nuclear reactors for industrial or institutional use. At this point, the vastness and complexity of mathematical systems as they are employed by an industrial salesperson are just as vast as the example stated above (from the simple to the most complex).

Second, consideration with regards to mathematics as applicable to industrial sales lies with the status and competency of one's particular client or audience. In selling nuclear reactors, the approach used with a city mayor would differ to the approach used to the city engineers (who would be inclined to better understand technical and statistical data given during the sales presentation).

These two considerations must be given careful thought when approaching needed mathematical systems to insure competency on the part of the industrial salesperson

## BEHAVIORAL SCIENCE CODE

### I. Personal Qualities

- A. Exhibit capacity to ascertain personal qualities of client (skills, knowledge, character, flexibility, learning capacity)
- B. Exhibit capacity to foster trust
- C. Exhibit capacity to accurately reflect business operation environment and job expectations
- D. Exhibit capacity to engender clear statement of rationale
- E. Exhibit capacity to listen openly and attentively (without bias) in the communication process
- F. Exhibit qualities of tact, poise, consideration, graciousness and imagination

### II. Professionalism

- A. Maintain capacity to foster trust
- B. Maintain capacity to foster confidentiality
- C. Maintain capacity to foster cooperation
- D. Maintain capacity to generate integrity
- E. Maintain capacity to cope with conflict behavior
- F. Maintain capacity to function efficiently when encountering fast changing, multiple, personal or situational variables
- G. Exhibit qualities of self-confidence, self-control, self-reliance, self-respect and adaptability

### III. Human Considerations

- A. Maintain customer's illusion of privacy by avoiding excessive noise or movement
- B. Grant appropriate regard for customer's personal space (convenience and special interests)
- C. Maintain regard for differing views on maximum efficiency of the operations
- D. Grant appropriate regard for customer's unique needs
- E. Exhibit capacity to ascertain best service for the particular party type request
- F. Show and describe facilities with appropriate speed and clarity
- G. Communicate pride in establishment

### IV. Physical, Emotional and Mental Considerations

- A. Comfort
- B. Caution
- C. Safety

- D. Physical, emotional and intellectual health
- E. Attention
- F. Observation
- G. Concentration
- H. Mental alertness
- I. Mental quietude
- J. Mental clarity
- K. Organization

V. Basic Human Inhibitions

- A. Excessive anticipation of expected events
- B. Excessive preoccupation with fantasy
- C. Excessive preoccupation with past experiences
- D. Excessive attachment to fixed-projected time sets (e.g. schedules, appointments, deadlines)
- E. Excessive attachment to personal value sets which inhibit open interpersonal communication
- F. Excessive mental activity to the complete exclusion of intuitive body expressions

VI. Conditions for Healthy and Growth-Directed Job Performance

- A. Awareness of one's changing emotional states
- B. Awareness of one's changing physical states
- C. Awareness of one's unlimited intellectual activities
- D. Awareness of one's diverse, intuitive (creative) capacities
- E. Capacity to perceive, quickly integrate, and function well in the face of unexpected situational variables
- F. Capacity to maintain open-mindedness and composure in the face of seemingly different, eccentric or clashing values expressed behaviorally or verbally